

Claims

1. An information carrier of a type on which electronic information can be provided, such as a DVD or CD rewritable or recordable or a diskette, which information carrier is substantially free of such electronic information, wherein on a surface of the information carrier and/or in electronic form at least one commercial message has been provided which is not related to the supplier or producer of the respective information carrier.
2. An information carrier according to claim 1, wherein said promotional message has been provided on a side which, during use of the information carrier in a player suitable thereto, is usually turned upwards towards the user, at least that upon insertion of the information carrier into said player the promotional message is visible to the user.
3. An information carrier according to claim 1 or 2, wherein the information carrier has a closed top face and bottom face.
4. An information carrier according to any one of claims 1 – 3, wherein only a part of the surface of the information carrier is taken up by the promotional message, while a further part of the respective surface of the information carrier is writable to the user.
5. An information carrier according to any one of the preceding claims, wherein the promotional message is at least partly included on a part that is detachable from the information carrier, in particular on an element provided in a central opening of the information carrier.
6. An information carrier according to claim 5, wherein said element is an element loosely provided in said opening.
7. An information carrier according to any one of the preceding claims, wherein the information carrier can include electronic information which is readable with the aid of light, in particular laser light, and is provided with a reflective layer, while said promotional message on the information carrier is

provided in a colour which does not hinder the light for reading out the information carrier, the commercial message being at least visible on the side of the information carrier which, for playing the information carrier, is shone upon by said light.

- 5        8.        An assembly of an information carrier of a type on which electronic information can be provided such as a DVD or CD rewritable or recordable or diskette, in particular according to any one of claims 1 – 4, and a package therefor, wherein the information carrier is substantially free of such electronic information while on a surface of the information carrier and/or on
- 10      the package at least one promotional message has been provided containing information which is not related to the supplier or producer of the respective information carrier.
9.        A series of information carriers according to any one of claims 1 – 7, or assemblies according to claim 8, wherein of said series, at least one
- 15      information carrier and/or package is provided with said promotional message and at least one other information carrier and/or package is not provided with such a promotional message.
10.       A method for transferring information, wherein on a substantially unrecorded information carrier such as a DVD or CD rewritable, recordable or diskette or a package therefor, prior to it being supplied to a user, in particular to a consumer, a message, in particular a promotional message is provided which message contains information which is not related to the respective information carrier.
11.       A method according to claim 10, wherein on said information carrier
- 25      information related to the information carrier as well as said promotional message are provided.
12.       A method according to claim 10 or 11, wherein by or on behalf of the supplier of the information carriers messages from third parties, companies, institutions or persons not related to the supplier are collected, which are
- 30      provided on said information carrier.

13. A method according to any one of the preceding claims, wherein as a message at least a product or company logo is provided.
14. A method for transferring information, wherein on a substantially unrecorded information carrier such as a DVD or CD rewritable, recordable or 5 a diskette, prior to it being supplied to a user, in particular a consumer, in an electronic manner an informative or promotional message is provided which message contains information not related to the respective information carrier and, upon at least the first use of the information carrier in a player suitable thereto, will be represented on a playback unit suitable to that end.
- 10 15. A method for advertising, wherein a promotional message is provided on a substantially blank information carrier for digital information, which advertisement is not related to the supplier and/ or producer of the information carrier.
16. A method according to claim 15, wherein the promotional message is 15 provided on a front or rear side, in particular a rear side of a CD rewritable or recordable or a front or rear side of a DVD rewritable or recordable or such information carrier.
17. A method according to any one of claims 10 - 16, wherein as promotional message an element is provided serving as a ticket in a lottery or 20 as collectible.
18. A method according to any one of the preceding claims, wherein the promotional message is at least partly provided on an element which element has been or is provided in a central opening of the information carrier.
19. A method for providing messages on substantially unrecorded 25 recordable and/or rewritable CDs, DVDs or diskette, wherein:
  - by a first offeror, the unrecorded CDs, DVDs or diskettes are manufactured, at least offered;
  - by a second offeror, messages are made available, which messages are not related to the first offeror or to information to be recorded on the CDs, 30 DVDs or diskettes;

-- which messages are provided by the first offeror on the CDs, DVDs or diskettes; and

-- wherein the first offeror or a third offeror offer the CDs DVDs or diskettes thus provided with a message to users.

5 20. A method according to claim 19, wherein the message is provided in the form of a print of a surface of the information carrier.

21. A method according to claim 19 or 20, wherein the message is provided through in mould labelling.